

fashion calendar

*File copy
12/57*

WEEK OF

january

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july

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1957

8 EAST 77th STREET
NEW YORK 21, N. Y.
TRAFALGAR 9-2343

17th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

january - 1958

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, JANUARY 4, 1957</u>			
Friday Jan. 4 9:30 A.M.	PRESS PREVIEW OF SPRING MILLINERY By invitation only. (<u>Visiting press</u> , Jan. 6, 11:00 A.M.--See Below. <u>Buyers</u> , Jan. 7, 9:00 P.M.--See Pg. 4). Contact: MU. 8-1224.	EMME, INC.	19 WEST 57TH STREET SALON
Friday Jan. 4 3:00 P.M. Champagne	RAINWEAR FASHIONS BY HELEN VAN VLIET Press preview of Spring and Summer rainwear fashions by Helen Van Vliet for Town Creations. By invitation. Contact: LO. 4-8834.	TOWN CREATIONS	525 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Friday Jan. 4	PREVIEW OF 1957 FALL COLLECTION Showing of woolens, worsteds, synthetics, blends and yarns on Mondays, Wednesdays, Fridays. For appointments, contact: Julie C. Buddy, LO. 3-5200.	MILLIKEN WOOLENS	1407 BROADWAY SHOWROOM - 21ST FLOOR
Saturday Jan. 5 4:00 P.M.	SPRING MILLINERY FOR VISITING PRESS John Frederics will preview his Spring millinery to the visiting press. By invitation only. Contact: Joseph Mann, CI. 7-7745.	JOHN FREDERICS, INC.	6 WEST 57TH STREET SALON - 7TH FLOOR
Saturday Jan. 5 6:00 P.M. Buffet	MILLINERY SHOWING FOR OUT-OF-TOWN PRESS Spring millinery preview for the out-of-town press. (<u>Local press</u> , Jan. 7, 11:00 A.M.--See Pg. 4). By invitation. Publ: Donna Cannon, MU. 7-5447.	WALTER FLORELL	29 EAST 53RD STREET SALON
<u>WEEK BEGINNING SUNDAY, JANUARY 6, 1957</u>			
Sunday Jan. 6 8:30 A.M.- 4:30 P.M.	PREVIEW OF SPRING ACCESSORIES Open-house on Sunday; and Jan. 7 - 11, 9:30 A.M. to 5:30 P.M. Showing of J. H. Kimball's scarfs, handkerchiefs and stoles with accessories by Mark Cross. For out-of-town and local press. Contact: Ruth Mitchell, PL. 7-5809.	J. H. KIMBALL; MARK CROSS	MARY MARSH ASSOCIATES 2 WEST 46TH STREET
Sunday Jan. 6 10:00 A.M.- 1:00 P.M.	SPRING AND SUMMER JEWELRY COLLECTION Informal open-house brunch showing of Spring and Summer jewelry collection. By invitation. Publicity: Dorothy Lansing, PL. 9-7598.	TRIFARI, KRUSSMAN AND FISHEL	16 EAST 40TH STREET SHOWROOM - 4TH FLOOR
Jan. 6 11:00 A.M.	EMME'S SPRING MILLINERY PREVIEW FOR VISITING PRESS AT 11:00 A.M. BREAKFAST, SHERRY NETHERLAND, CRYSTAL PAVILION. Contact: MU. 8-1224.		
Sunday Jan. 6 12:30 P.M. Luncheon	SPRING MILLINERY FOR VISITING PRESS Spring millinery for visiting press. (<u>Local press</u> , Jan. 7, 2:30 P.M.--See Pg. 4). By invitation. Publicity: Maud G. Moody, LE. 2-5562.	LADDIE NORTHRIDGE	16 WEST 57TH STREET SALON - 5TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Sunday Jan. 6 2:00 P.M. Champagne	SPRING MILLINERY FOR OUT-OF-TOWN PRESS Informal showing to the out-of-town press. (Local press, Jan. 8, 9:00 A.M. --See Pg. 6). By invitation. Publicity: Peggy Cantor, PL. 1-3284.	MR. ARNOLD (19 WEST 57TH ST.)	HOTEL AMBASSADOR GOLD SUITE
Sunday Jan. 6 3:00 P.M. Cocktails	MILLINERY SHOWING FOR VISITING PRESS Sally Victor will preview her Spring millinery for the visiting press. By invitation only. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR, INC.	18 EAST 53RD STREET SAION - 9TH FLOOR
Sunday Jan. 6 4:30 P.M.- 8:30 P.M.	COCKTAILS AND BUFFET FOR VISITING PRESS Forstmann will invite the out-of-town press to an open house buffet supper. By invitation only. Publicity: Adelia Bird Ellis, CI. 5-8448.	FORSTMANN, INC.	CHEZ VITO 36 EAST 60TH STREET
Sunday Jan. 6 6:00 P.M.- 10:00 P.M.	"CELEBRITY PARTY" FOR THE PRESS Coca-Cola will invite the visiting press to their "Celebrity Party". By invitation only. Publicity: Mary Brown at Robinson-Hannagan, OX. 7-5600.	COCA-COLA	HAMPSHIRE HOUSE THE COTTAGE
Sunday Jan. 6 7:00 P.M. Cocktails- Dinner	SILK FASHION SHOW FOR PRESS International Silk Ass'n, U.S.A. (Auxiliary Member of N.Y.D.I.--See Below) will present fashions in silk by leading manufacturers. By invitation only for visiting and local press. Publicity: Eleanor Lambert, MU. 8-2130.	INTERNATIONAL SILK ASSOCIATION, U.S.A.	HOTEL PIERRE GRAND BALLROOM

NEW YORK DRESS INSTITUTE'S TWENTY-EIGHTH NATIONAL PRESS WEEK (Jan. 6 - 12, 1957)

Spring collections of leading designers (29 members, 9 auxiliary and 2 group showings) for visiting press. Press Director: Eleanor Lambert, MU. 8-2130.

Sun., Jan. 6...	7:00 P.M.	INT'L SILK ASS'N, U.S.A. (Aux.)	PIERRE-BALLROOM	
Mon., Jan. 7...	8:00 A.M.	BUFFET BREAKFAST	PIERRE-BALLROOM	
	9:00 A.M.	"WATCH FOR" FORUM	PIERRE-BALLROOM	
	9:30 A.M.	CLAIRE McCARDELL	PIERRE-BALLROOM	
	10:30 A.M.	SAMUEL WINSTON (Roxane)	PIERRE-BALLROOM	
	11:30 A.M.	MONTE-SANO & PRUZAN	PIERRE-BALLROOM	
	12:30 A.M.	GALEY & LORD-Luncheon (Aux.)	PIERRE-BALLROOM	
	2:00 P.M.	TRIGERE	PIERRE-BALLROOM	
	3:00 P.M.	BRANELI	PIERRE-BALLROOM	
	4:00 P.M.	HARRY FRECHTEL	PIERRE-BALLROOM	
	5:00 P.M.	OLEG CASSINI-Cocktails	PIERRE-BALLROOM	
	8:00 P.M.	SHIP 'N SHORE THEATRE PARTY (Aux.)	HENRY MILLER THEA.	
	Tues., Jan. 8...	8:00 A.M.	CAPEZIO SHOES-Breakfast (Aux.)	PIERRE-ROOF GDN.
		9:00 A.M.	HERBERT SONDHEIM	PIERRE-BALLROOM
10:00 A.M.		ORIGINALA	PIERRE-BALLROOM	
11:00 A.M.		PAUL PARNES (Beni Claire)	PIERRE-BALLROOM	
12:00 Noon		DELMAN SHOES (Aux.)	754 5TH (SALON)	
1:00 P.M.		SHIP 'N SHORE-Luncheon (Aux.)	PIERRE-BALLROOM	
2:30 P.M.		ELFREDA-VISIONI	PIERRE-BALLROOM	
3:30 P.M.		BEN ZUCKERMAN	PIERRE-BALLROOM	
4:30 P.M.		PATTULIO-JO COPELAND	PIERRE-BALLROOM	
5:30 P.M.	COTY-Cocktails (Aux.)	PIERRE-BALLROOM		

(Continued on next page)

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
TWENTY-EIGHTH NATIONAL PRESS WEEK (Continued from page 2)			
Wed., Jan. 9...	8:30 A.M.	CHRISTIAN DIOR, NEW YORK-Breakfast.	.730 5TH (7 FL.)
	10:30 A.M.	GEORGE CARMEL.	.PIERRE-BALLROOM
	11:30 A.M.	DAVID GOTTLIEB (Gothé).	.PIERRE-BALLROOM
	12:30 P.M.	Luncheon to Meet Couture Members	.PIERRE-BALLROOM
	2:00 P.M.	DAVIDOW.	.PIERRE-BALLROOM
	3:00 P.M.	ANNE FOGARTY for MARGOT	.PIERRE-BALLROOM
	4:00 P.M.	CEIL CHAPMAN-Cocktails.	.PIERRE-BALLROOM
	7:00 P.M.	MILLINERY INST.OF AMER.Dinner-(Aux.)	.AMBASSADOR
Thurs., Jan. 10...	9:00 A.M.	HATTIE CARNEGIE	.42 EAST 49TH ST.
	10:30 A.M.	MOLLIE PARNIS.	.530 7TH (18 FL.)
	11:30 A.M.	ADELE SIMPSON.	.530 7TH (23 FL.)
	12:30 P.M.	MAURICE RENTNER-Luncheon	.498 7TH (16 FL.)
	2:00 P.M.	NETTIE ROSENSTEIN	.PIERRE-BALLROOM
	3:00 P.M.	WILLIAM FOX	.PIERRE-BALLROOM
	4:00 P.M.	TINA LESER.	.PIERRE-BALLROOM
	8:00 P.M.	PELLON THEATRE PARTY (Aux.)	.LYCEUM THEATRE
Fri., Jan. 11...	9:00 A.M.	ANTHONY BLOTTA-Coffee	.498 7TH (12 FL.)
	10:00 A.M.	BEN REIG	.498 7TH (23 FL.)
	11:00 A.M.	HARVEY BERIN (Karen Stark)	.530 7TH (7 FL.)
	12:30 P.M.	Junior Group: JACK HORWITZ ASSOC., MR. MORT, JUNIOR SOPHISTICATES, REICH-GOLDFARB. Luncheon.	.PIERRE-BALLROOM
	2:30 P.M.	Variety Group: SUZY PERETTE, PELLON, KATE GREENAWAY (Children's Dresses), LEONARD ARKIN, LAROS LINGERIE	.PIERRE-BALLROOM
	5:00 P.M.	CHESTER ROTH ASSOCIATES for MOJUD HOSIERY-Cocktails (Aux.)	.PIERRE-BALLROOM
Sat., Jan. 12...	11:00 A.M.	ELLEN LIND ASSOCIATES (Aux.)	.NEW HAVEN, CONN.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Jan. 7-	SHOWING OF SPRING FOUNDATIONS & BRAS	WARNER BROTHERS CO.	200 MADISON AVENUE SHOWROOM - 10TH FLOOR
Jan. 8 10:00 A.M.	Warner's will show their Spring foundations and bras at 10:00 A.M., 2:00 and 3:30 P.M. Contact: MU. 3-1194.		
Jan. 7	<u>10:30 A.M.</u> SAMUEL WINSTON-Roxane (N.Y.D.I.--See Pg. 2)		PIERRE-BALLROOM.
Jan. 7 11:00 A.M.	WALTER FLORELL'S SPRING MILLINERY PREVIEW FOR LOCAL PRESS AT 11:00 A.M., 29 EAST 53RD STREET. Publicity: Donna Cannon, MU. 7-5447.		
Jan. 7	<u>11:30 A.M.</u> MONTE-SANO & PRUZANN (N.Y.D.I.--See Pg. 2)		PIERRE-BALLROOM.
Monday Jan. 7 12:30 P.M. Luncheon	COTTON FASHIONS BY LEADING DESIGNERS "Fashions Spiced With Sunshine" in cottons by Galey & Lord (<u>Auxiliary Member of N.Y.D.I.--See Pg. 2</u>). By invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	GALEY & LORD	HOTEL PIERRE GRAND BALLROOM
Jan. 7	<u>2:00 P.M.</u> TRIGERE (N.Y.D.I.--See Pg. 2)		PIERRE-BALLROOM.
Jan. 7 2:30 P.M.	LADDIE NORTHRIDGE'S SPRING MILLINERY FOR LOCAL PRESS AT 2:30 P.M., 16 WEST 57TH STREET. Publicity: Maud G. Moody, LE. 2-5562.		
Jan. 7	<u>3:00 P.M.</u> BRANELL (N.Y.D.I.--See Pg. 2)		PIERRE-BALLROOM.
Jan. 7	<u>4:00 P.M.</u> HARRY FRECHTEL (N.Y.D.I.--See Pg. 2)		PIERRE-BALLROOM.
Jan. 7	<u>5:00 P.M.</u> OLEG CASSINI (N.Y.D.I.--See Pg. 2)		PIERRE-BALLROOM.
Monday Jan. 7 8:00 P.M.	THEATRE PARTY FOR VISITING PRESS Ship 'n Shore (<u>Auxiliary Member of N.Y.D.I.--See Pg. 2</u>) will invite the visiting press to see "The Reluctant Debutante". By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	SHIP 'N SHORE	HENRY MILLER THEATRE 124 WEST 43RD STREET
Jan. 7 9:00 P.M.	EMME'S SPRING MILLINERY PREVIEW FOR BUYERS AT 9:00 P.M., SHERRY NETHERLAND, CRYSTAL PAVILION. Contact: MU. 8-1224.		
Beginning Monday Jan. 7	SPRING JEWELRY FOR VISITING PRESS Informal showings of Spring and Summer fashion jewelry and boutique gifts. Contact: MU. 5-7390. Publicity: Gino di Grandi Assoc., PL. 3-4216.	THE NAPIER CO.	389 FIFTH AVENUE SHOWROOM - 8TH FLOOR
Beginning Monday Jan. 7	OPENING OF SPRING COLLECTION Showing of Coro's Spring and Summer costume jewelry collection. Publicity: Ann R. Silver Associates, MU. 7-8654.	CORO, INC.	47 WEST 34TH STREET SHOWROOM - 3RD FLOOR
Beginning Monday Jan. 7	OPENING: SPRING-SUMMER SHOE COLLECTIONS Opening of Spring and Summer shoe collections by: Delman, Evins, Fox Shoe Co., Jerro Bros., Herbert Levine, Frank Lipare, Inc., I. Miller & Sons, Newton Elkin, Palter DeLiso, Riviera Shoes, Seymour Troy, Simone, Wolsam Ltd. and Zuckerman & Fox. Contact: John Jerro, 40 W. 27th St., MU. 4-3191.	GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL MEMBERS' SHOWROOMS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Jan. 7	OPENING OF SPRING HANDBAG LINES Contact: National Authority, 347 Fifth Avenue, MU. 3-6969.	NAT'L AUTHORITY FOR LADIES' HANDBAG IND.	INDIVIDUAL MFRS. SHOWROOM
Beginning Monday Jan. 7	OPENING OF SPRING SCARF COLLECTION Showing of the Spring and Summer collection of Glentex scarfs, neckwear and accessory wraps. Publ.: Ann R. Silver Associates, MU. 7-8654.	GLENSDER TEXTILE CORPORATION	417 FIFTH AVENUE SHOWROOM - 9TH FLOOR
Beginning Monday Jan. 7	OPENING OF SPRING SCARF COLLECTION Opening of Vera's collection of Spring and Summer scarves and neckwear accessories. Publicity: Florence Brobeck, MU. 8-8197.	SCARVES BY VERA	417 FIFTH AVENUE SHOWROOM - 4TH FLOOR
Beginning Monday Jan. 7	OPENING OF SPRING COLLECTION Vendome's Spring collection of couturier fashion jewelry. Publicity: Ann R. Silver Associates, MU. 7-8654.	VENDOME JEWELRY	47 WEST 34TH STREET SHOWROOM - 3RD FLOOR
Beginning Monday Jan. 7	OPENING: SPRING-SUMMER LINGERIE COLLECTION Showing of Gracette's Spring-Summer lingerie designed by Eve Stillman, including the Eve. Jr. collection. Publicity: Margaret Hodge, PL. 5-7630.	GRACETTE LINGERIE	102 MADISON AVENUE SHOWROOM - 2ND FLOOR
Beginning Monday Jan. 7	SPECIAL COLLECTION BY ALAN PHILLIPS "Late Late Show"--silk dresses and costumes by Alan Phillips for Easter through Summer. By appointment. Publicity: Ken R. Williams, JU. 6-8217.	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Beginning Monday Jan. 7	OPENING: CRUISE AND SPRING COLLECTION Abby Michael's junior and misses Cruise and Spring collection will be shown continuously. Publicity: Herb Auslander, LO. 4-4999.	ABBY MICHAEL LTD.	1370 BROADWAY SHOWROOM - 17TH FLOOR
Monday Jan. 7- Jan. 10	FORTY-SIXTH ANNUAL CONVENTION Theme: "Building for Retailing's Golden Age". Contact: Nevin Fidler, Director of Public Relations, 100 W. 31st St., CH. 4-8780.	NATIONAL RETAIL DRY GOODS ASS'N	HOTEL STATLER
Monday Jan. 7- Jan. 18	OPENING OF SPRING HOSIERY COLLECTION Showing of Sapphire's Spring hosiery. Contact: Kay Lee, LO. 4-6320.	SAPPHIRE HOSIERY CORP.	358 FIFTH AVENUE (34 ST.) - 10TH FL.
Monday Jan. 7- Jan. 18	HOME FURNISHINGS MARKET IN CHICAGO Contact: Merchandise Mart, Chicago.	INTERNATIONAL HOME FURNISHINGS MARKET	MERCHANDISE MART CHICAGO, ILLINOIS
Monday Jan. 7- Jan. 31	SHOWING OF SPRING HOSIERY COLLECTION Daily showings of Spring hosiery. Contact: MU. 2-6790.	BEAUTIFUL BRYANS	80 PARK AVENUE SUITE 7N
Tuesday Jan. 8 8:00 A.M. Breakfast	SHOE FASHIONS FOR VISITING & LOCAL PRESS Capezio (Auxiliary Member of N.Y.D.I.--See Pg. 2) presents Spring and Summer shoe fashions. By invitation. Contact: Marya Morton, JU. 6-2150.	CAPEZIO, INC.	HOTEL PIERRE ROOF GARDEN

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Jan. 8	<u>9:00 A.M.</u> HERBERT SONDHEIM (N.Y.D.I.--See Pg. 2)		PIERRE-BALLROOM.
Jan. 8 9:00 A.M.	MR. ARNOLD'S SPRING MILLINERY SHOW FOR BUYERS AND LOCAL PRESS AT 9:00 A.M., HOTEL AMBASSADOR, DIPLOMAT SUITE. Publicity: Peggy Cantor, PL. 1-3284.		
Jan. 8	<u>10:00 A.M.</u> ORIGINALA (N.Y.D.I.--See Pg. 2)		PIERRE-BALLROOM.
Tuesday Jan. 8 10:30 A.M. Breakfast	PRESS PREVIEW: SPRING BRIDAL FASHIONS By invitation only. <u>Customer showings</u> , Thurs., Jan. 10 at 6:00 P.M. and Sat., Jan. 12 at 11:00 A.M., 4th fl. Publ.: Margot Infantino, LO. 5-1500.	GIMBELS	3RD FLOOR BRIDAL SALON
Jan. 8	<u>11:00 A.M.</u> PAUL PARNES-Beni Claire (N.Y.D.I.--See Pg. 2)		PIERRE-BALLROOM.
Tuesday Jan. 8 11:00 A.M. And 12:00 Noon	PRESS PREVIEW OF SPRING SHOES Local press preview at 11:00 A.M. <u>Visiting press show at 12:00 Noon by Delman (Auxiliary Member of N.Y.D.I.--See Pg. 2).</u> By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	DELMAN SHOES	754 FIFTH AVENUE SALON
Tuesday Jan. 8 1:00 P.M. Luncheon	SPRING BLOUSES FOR VISITING & LOCAL PRESS Ship 'n Shore (<u>Auxiliary Member of N.Y. D.I.--See Pg. 2</u>) will present Spring blouses. By invitation only. Publ.: Eleanor Lambert, MU. 8-2130.	SHIP 'N SHORE	HOTEL PIERRE GRAND BALLROOM
Jan. 8	<u>2:30 P.M.</u> ELFREDA-VISIONI (N.Y.D.I.--See Pg. 2)		PIERRE-BALLROOM.
Tuesday Jan. 8 2:30 P.M.	PREVIEW OF JUNIOR SUMMER DRESSES Preview for press and buyers. By invitation. Publ.: Maud G. Moody, LE. 2-5562.	ALFRED WERBER OF ST. LOUIS	PAUL JAMES 1441 B'WAY - 25TH FL.
Tuesday Jan. 8 2:30 P.M.	CRUISE DRESSES BY JERRY GILDEN Press invited. Open to public. Publicity: Rose Mazimuto, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR
Jan. 8	<u>3:30 P.M.</u> BEN ZUCKERMAN (N.Y.D.I.--See Pg. 2)		PIERRE-BALLROOM.
Tuesday Jan. 8 3:30 P.M. Tea or Cocktails	CRUISE AND SPRING FASHIONS Cruise and Spring fashions, available at Gunther Jaeckel, the first of "Tea and Cocktail Time" Tuesday shows. Show at 4:00 P.M. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	CHARLES GELATT, INC. (27 EAST 62ND ST.)	HOTEL PIERRE COTILLION ROOM
Tuesday Jan. 8 4:00 P.M.	PRESS PREVIEW OF SPRING BRIDAL FASHIONS By invitation. <u>Customer showing</u> Sat., Jan. 26, at 3:00 P.M. Publicity: Eileen Goldberg, TR. 5-7200, Ext. 661.	ABRAHAM & STRAUS	4TH FLOOR RESTAURANT
Jan. 8	<u>4:30 P.M.</u> PATTULLO-JO COPELAND (N.Y.D.I.--See Pg. 2)		PIERRE-BALLROOM.
Tuesday Jan. 8 5:30 P.M. Cocktails	COCKTAIL PARTY FOR VISITING PRESS Coty (<u>Auxiliary Member of N.Y.D.I.--See Pg. 2</u>) cocktail party for visiting press. By invitation only. Publ.: Eleanor Lambert, MU. 8-2130.	COTY	HOTEL PIERRE GRAND BALLROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Jan. 8 7:00 P.M.	SEMI-ANNUAL MILLINERY SHOW For buyers, merchandisers,retailers. By invitation.	MILLINERY STAB. COMM. (1450 BROADWAY)	HOTEL SHERATON-ASTOR GRAND BALLROOM Contact: LO. 4-7800.
Tuesday Jan. 8 7:30 P.M. Buffet	MILLINERY SHOW FOR VISITING PRESS Spring millinery for visiting press. (<u>Local press</u> , Wed., Jan. 9, 10:00 A.M. 44 W. 54th St. (See below). By invitation. Publ.: Donna Cannon, MU.7-5447.	WILLIAM J.	44 WEST 54TH STREET SALON
Tuesday Jan. 8 7:30 P.M. Dinner	SHOWING OF HOUSE & DAYTIME DRESSES Twenty-third annual fashion showing of Spring and Summer house and daytime fashions. By invitation. Contact: Erwin Feldman, LA, 4-6352.	NAT'L ASS'N OF HOUSE & DAYTIME DRESS MFRS.	WALDORF-ASTORIA GRAND BALLROOM
Jan. 9	8:30 A.M. CHRISTIAN DIOR, NEW YORK (N.Y.D.I.--See Pg.3)		730 5TH - 7TH FL.
Jan. 9 10:00 A.M.	WILLIAM J. SPRING MILLINERY SHOW FOR LOCAL PRESS AT 10:00 A.M., 44 WEST 54TH STREET. Publicity: Donna Cannon, MU. 7-5447.		
Wednesday Jan. 9 10:00 A.M. Breakfast	PREVIEW OF SPRING RAINWEAR Milner will preview their Spring rainwear designed by Peter Conte. By invitation only. Contact: Georgia Gray, PE. 6-0494.	MILNER RAINWEAR CO.	512 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Jan. 9	10:30 A.M. GEORGE CARMEL (N.Y.D.I.--See Pg. 3)		PIERRE-BALLROOM.
Jan. 9	11:30 A.M. DAVID GOTTLIEB--Gothé (N.Y.D.I.--See Pg. 3)		PIERRE-BALLROOM.
Jan. 9	12:30 P.M. Luncheon to meet Couture Members (See Pg. 3)		PIERRE-BALLROOM.
Jan. 9	2:00 P.M. DAVIDOW (N.Y.D.I.--See Pg. 3)		PIERRE-BALLROOM.
Jan. 9	3:00 P.M. ANNE FOGARTY for MARGOT (N.Y.D.I.--See Pg. 3)		PIERRE-BALLROOM.
Wednesday Jan. 9 3:00 P.M.	SPRING MILLINERY MERCHANDISING CLINIC By invitation. Contact: Mrs. Charles Steinecke, 15 E. 40th St., LE.2-8415.	MILLINERY MERCH'G EXECUTIVES ASS'N	HOTEL SHERATON-ASTOR LOUNGE (MEZZANINE)
Jan. 9	4:00 P.M. CEIL CHAPMAN (N.Y.D.I.--See Pg. 3)		PIERRE-BALLROOM.
Wednesday Jan. 9 4:30 P.M. 6:30 P.M.	PREVIEW: SPANISH- INSPIRED FASHIONS "Spanish Fashion Extravaganza"--with fashions by Rhea in Lowenstein fab- rics. By invitation only. Contact: Nora Glass, MU. 3-0951.	M. LOWENSTEIN & SONS; RHEA MFG. CO.	HOTEL PLAZA GRAND BALLROOM
Wednesday Jan. 9 5:30 P.M.- 7:30 P.M.	CHILDREN'S AND SUB-TEEN FASHIONS "Children's Fair"--Spring and Summer children's fashions in DuPont fibers, for retail buyers. Showing Jan. 9, 10, 15 and 16 from 5:30-7:30 P.M. Contact: Genny Cowan, LO. 3-6400, Ext. 432.	DU PONT COMPANY	350 FIFTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday Jan. 9 7:00 P.M. Dinner	SPRING MILLINERY FOR VISITING PRESS Millinery Institute of America (<u>Auxiliary Member of N.Y.D.I.--See Pg. 3</u>) will present Spring hats. By invitation. Contact: Communication Counselors, MU. 7-8686.	MILLINERY INSTITUTE OF AMERICA	HOTEL AMBASSADOR BALLROOM-TRIANON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Jan. 10	<u>9:00 A.M.</u> HATTIE CARNEGIE (N.Y.D.I.--See Pg. 3)	42 EAST 49TH STREET.	
Thursday Jan. 10 9:30 A.M. Breakfast	PRESS PREVIEW: MAURER SPRING BRIDAL FASHIONS By invitation. <u>Customer showing</u> at 5:30 P.M. on the fourth floor in the store. Publicity: Arthur See, LA. 4-7000.	SAKS-34TH	MAURER SHOWROOM 491 SEVENTH AVENUE
Thursday Jan. 10 10:00 A.M.- 6:00 P.M.	PREVIEW OF LEATHERS FOR FALL, 1957 Informal showing of leather colors and textures for Fall '57; also Jan. 11, 10:00-1:00. By invitation. Contact: Martha Geilich, Taunton, Mass.	GEILICH TANNING CO. (TAUNTON, MASS.)	HOTEL PLAZA
Jan. 10	<u>10:30 A.M.</u> MOLLIE PARNIS (N.Y.D.I.--See Pg. 3)	530 7TH AVE. - 18TH FL.	
Thursday Jan. 10 10:30 A.M.	PRESS PREVIEW OF SPRING MILLINERY Mr. John will preview his Spring and Summer millinery. By invitation only. Contact: Jan Aaron, MU. 8-4905.	MR. JOHN, INC.	51 EAST 57TH STREET SALON
Jan. 10	<u>11:30 A.M.</u> ADELE SIMPSON (N.Y.D.I.--See Pg. 3)	530 7TH AVE. - 23RD FL.	
Jan. 10	<u>12:30 P.M.</u> MAURICE RENTNER (N.Y.D.I.--See Pg. 3)	498 7TH AVE. - 16TH FL.	
Thursday Jan. 10 12:30 P.M. Luncheon	RESORT FASHIONS FOR NORTH & SOUTH Ohrbach's presents Resort fashions for North and South. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Ohrbach's Publ: Mark Klauser, OX. 5-4000. Plaza Fashion Dir: Mary Alice Rice, CI. 6-1790.	OHRBACH'S	HOTEL PLAZA PERSIAN ROOM
Jan. 10	<u>2:00 P.M.</u> NETTIE ROSENSTEIN (N.Y.D.I.--See Pg. 3)	PIERRE-BALLROOM.	
Jan. 10	<u>3:00 P.M.</u> WILLIAM FOX (N.Y.D.I.--See Pg. 3)	PIERRE-BALLROOM.	
Thursday Jan. 10 3:00 P.M. Coffee	SPECIAL SHOWING FOR U.N. DELEGATES' WIVES Showing of David Crystal's Spring fashions, accessorized by Saks Fifth Ave. Commentator: Terry Mayer, By invitation. Contact: Frances Kaye, OX. 7-4667.	DAVID CRYSTAL, INC.	EL BORRACHO 51 EAST 55TH STREET
Jan. 10	<u>4:00 P.M.</u> TINA LESER (N.Y.D.I.--See Pg. 3)	PIERRE-BALLROOM.	
Thursday Jan. 10 5:00 P.M.- 7:00 P.M.	TEA PARTY FOR THE PRESS "Meet the Executives" tea party for local and out-of-town editors. By invitation only. Publicity: Viola Shefer, Pl. 3-3173.	EDITH SMALL; POLAN KATZ; NAT'L SHOE FABRIC ASSN.	SAVOY-PLAZA HOTEL LE CHATEAU - 11TH FL.
Thursday Jan. 10 5:00 P.M.- 7:30 P.M.	PRESS PREVIEW OF SPRING JEWELRY Coro's Spring jewelry collection preview for local and visiting press at a pre-theatre buffet. By invitation. Publ: Ann R. Silver Assoc., MU. 7-8654.	CORO, INC.	47 WEST 34TH STREET SHOWROOM - 3RD FLOOR
Thursday Jan. 10 8:00 P.M.	THEATRE PARTY FOR VISITING PRESS Pellon (<u>Auxiliary Member of N.Y.D.I.--See Pg. 3</u>) will invite the visiting press to see Walter Pidgeon in "The Happiest Millionaire". By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	PELLON	LYCEUM THEATRE 149 WEST 45TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Jan. 11 8:30 A.M.- 10:15 A.M.	FASHION SHOW IN McCALL'S PATTERNS "Fashion Excitement, 1957"--special preview presented by Tobe; fashion show commentated by Dorothy Vernon, McCall's Paris representative. For stores and press, by invitation only. Publ: Miraed Peake, MU. 6-4600.	McCALL'S PATTERNS (McCALL CORPORATION)	HOTEL SHERATON-ASTOR GRAND BALIROOM
Jan. 11	<u>9:00 A.M.</u> ANTHONY BLOTTA (N.Y.D.I.--See Pg. 3)	498	7TH AVE. - 12TH FL.
Jan. 11	<u>10:00 A.M.</u> BEN REIG (N.Y.D.I.--See Pg. 3)	498	7TH AVE. - 23RD FL.
Jan. 11	<u>11:00 A.M.</u> HARVEY BERIN-Karen Stark (See Pg. 3)	530	7TH AVE. - 7TH FL.
Friday Jan. 11 11:00 A.M.	PRESS PREVIEW OF SUMMER COLLECTION Preview of Summer dresses, separates and playclothes. By invitation. Daily at 2:00 P.M. from Jan. 14. Publ: Gloria Gelfand, PE. 6-8263.	SIR JAMES, INC.	1407 BROADWAY SHOWROOM - 34TH FLOOR
Jan. 11	<u>12:30 P.M.</u> JUNIOR GROUP (N.Y.D.I.--See Pg. 3)		PIERRE-BALLROOM.
Jan. 11	<u>2:30 P.M.</u> VARIETY GROUP (N.Y.D.I.--See Pg. 3)		PIERRE-BALIROOM.
Friday Jan. 11 5:00 P.M. Cocktails	SPRING HOSIERY SHOW FOR VISITING PRESS Preview by Chester Roth Associates for Mojud Hosiery (Auxiliary Member of N.Y.D.I.--See Pg. 3). By invitation. Publ: Eleanor Lambert, MU. 8-2130.	CHESTER ROTH ASSOC. FOR MOJUD HOSIERY	HOTEL PIERRE GRAND BALIROOM
Saturday Jan. 12 9:00 A.M.- 12:00 Noon	OPEN HOUSE FOR VISITING PRESS Mme. Helena Rubinstein will invite the visiting press to an open house breakfast. By invitation only. Publicity: Amy Blaisdell, EL. 5-2100.	MME. HELENA RUBINSTEIN	625 PARK AVENUE PENTHOUSE
Saturday Jan. 12 11:00 A.M.	THEATRE PARTY TRIP FOR VISITING PRESS Ellen Lind Associates (Auxiliary Member of N.Y.D.I.--See Pg. 3) will invite the visiting press to preview The Theatre Guild's "The Tunnel of Love" starring Tom Ewell. Matinee at 2:30, followed by cocktails and dinner at Chi Psi, Yale University. By invitation. Publ: Ellen Lind, PL. 3-4786.	FIBER PRODUCERS; MILLS & MANUFACTURERS	NEW HAVEN, CONNECTICUT
Monday Jan. 14 11:00 A.M.- 3:00 P.M.	LEATHER PREVIEW AND VISIT TO A TANNERY The visiting and local press will be invited to tour a tannery and preview Spring fashions in leather shoes, accessories and fashions. Followed by luncheon. By invitation only. Contact: Billie Gould, MU. 6-7956.	LEATHER INDUSTRIES OF AMERICA	R. NEUMANN & CO. HOBOKEN, N.J.
Monday Jan. 14 12:00 Noon Luncheon	PREVIEW OF PRE- SUMMER COLLECTIONS Preview of Leonard Arkin and Andrew Arkin at 12:00 Noon; Starke of London at 1:00 P.M. By invitation. Contact: Lois Lapper, WI. 7-5324.	LEONARD & ANDREW ARKIN; STARKE OF LONDON	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Monday Jan. 14 3:30 P.M.	PREVIEW: "TRENDS OF THE 1930'S" Informal research session and showing of fashions by: Chanel, Hawes, James, Schiaparelli, Vionnet and others. For fashion press and designers by reservation; contact: Mrs. Phyllis Graves, NE. 8-5000.	BROOKLYN MUSEUM	EASTERN PARKWAY 3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Jan. 14 4:30 P.M.	PRESS PREVIEW: "MISS BERGDORF" FASHIONS Preview of Resort daytime fashions and a group of specially designed cocktail and evening dresses for "Miss Bergdorf". By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	5TH FLOOR
Tuesday Jan. 15 12:30 P.M. Luncheon	RESORT FASHIONS BY BRANELL Best will present Resort and early Spring fashions by Branell. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Publicity: Best--Helen Latham, PL. 9-2000; Branell-Eleanor Lambert, MU. 8-2130. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	BEST & CO.	WALDORF-ASTORIA PEACOCK LOUNGE
Tuesday Jan. 15 2:00 P.M.- 4:00 P.M.	PRESS PREVIEW OF CHILDREN'S COSTUMES "Children in Style"--The Costume Institute's first children's exhibition, with a colorful presentation of costumes, portraits and fashion prints, from 16th to 20th centuries. Members' preview: Jan. 16, 8:00-11:00 P.M. Open to public from Jan. 17. Publicity: Lillian Green, TR. 9-5500.	COSTUME INSTITUTE-- MET. MUSEUM OF ART	FIFTH AVENUE & 82ND STREET
Tuesday Jan. 15 3:30 P.M. Tea or Cocktails	RESORT AND EARLY SPRING FASHIONS Showing of Claire Schaffel's custom fashions at Tuesday "Tea and Cocktail Time" shows. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	CLAIRE SCHAFFEL (558 MADISON AVENUE)	HOTEL PIERRE COTILLION ROOM
Thursday Jan. 17 12:00 Noon Luncheon	MILLINERY DIVISION LUNCHEON MEETING "Beauty Is Hat Deep - New Slant to the Top Story". Commentator: Virginia Harris, Wm. Filene's Sons, Boston. Co-Chmn: Frances Hodges and Conoldine Burnett. Prices: \$5.75, members; \$6.75, guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON-ASTOR BALLROOM
Thursday Jan. 17 12:15 P.M.; 1:15 P.M.	"SEVENTEEN-BY-THE-YARD" FASHION SHOWS "Doubly Charming" January fabric promotion in cooperation with Simplicity Patterns, Jan. 17, 18 - 12:15 & 1:15; Jan. 19 - 2:00 & 3:00. Open to public. Publicity: Millie Cram, LO. 5-7960, Ext. 322.	STERN'S	2ND FLOOR FABRIC DEPT.
Thursday Jan. 17 6:00 P.M.	JUNIOR DRESSES BY SUE BRETT Russeks will present Cruise junior dresses by Sue Brett. Open to public. Publicity: Rose Mazimuto, WI. 7-1900.	RUSSEKS FIFTH AVENUE	5TH FLOOR
Friday Jan. 18 11:30 A.M.	PRESS PREVIEW OF SPRING SHOE FASHIONS Saks will preview their Spring shoes fashions. By invitation only. Publicity: Grace de Mun, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Monday Jan. 21 12:15 P.M.; 6:00 P.M.	SPRING COTTONS BY KAY WINDSOR "My Fair Lady" Spring-into-Summer fashions by Kay Windsor. Press invited (12:15 P.M. show). Open to public. Publicity: Arthur See, LA. 4-7000.	SAKS-34TH	4TH FLOOR